

New Market Features Many Shopper Aids



NAME BRANDS . . . From all parts of the world come the famous name brands recognized by shoppers everywhere. Note the famous name brand products on this hand truck being wheeled into the new Roth's Market by Assistant Manager Bill "Lucky" Micka. Roth's policy is to never sacrifice quality to effect a lower market price.—Herald photo.



RIGHT-HANDY . . . Nancy Spriggs demonstrates how shoppers can be driven to within a foot or two of the neat and inviting rear entrance to Roth's Market. Rainy weather shopping will be no hardship as shoppers will be able to step from their cars right into the terrazzo paved



entrance. Drivers can wait in adjacent huge parking area. When the customer has finished her shopping it is only a step to her auto which can be driven to the entrance. Although this is the rear entrance, styling and design make the doorway as appealing as the main front entrance.—Herald photo.



—Photo by Leo Weingain

*dial soap
stops odor
before it starts*

**NOW
2 for 37¢**

CONGRATULATES ROTH'S